

ABSTRACT

A banner advertisement forming apparatus 2 accepts banner advertisement forming information required to form a banner advertisement from a banner advertisement managing apparatus 1
5 connected via a network 3. Upon receipt of a banner advertisement forming command, the banner advertisement forming apparatus 2 forms a banner advertisement based upon the stored banner advertisement forming information. A sponsor may instruct the banner advertisement managing apparatus 1 to form the banner advertisement in a simple
10 manner.

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